



**Collier Shannon Scott**

**Collier Shannon Scott, PLLC**  
Washington Harbour, Suite 400  
3050 K Street, NW  
Washington, DC 20007  
202.342.8400 TEL  
202.342.8451 FAX

Christopher M. Tobin  
202.342.8508  
CTobin@colliershannon.com

July 14, 2005

Commissioner for Patents  
Alexandria, VA 22313-1450

**Re: U.S. Patent Application Serial No. 10/669,791**  
**For: SYSTEM AND METHOD FOR SEGMENTING AND**  
**TARGETING AUDIENCE MEMBERS**  
**Our Reference No: 54820-00602**

Dear Sir:

Transmitted herewith for filing in the U.S. Patent and Trademark Office in connection with the above-referenced application are the following documents:

- (1) Supplemental Information Disclosure Statement (2 pages); and
- (2) PTO/SB/08A (1 page).

This Information Disclosure Statement is being submitted before the mailing of a first Office Action on the merits. No certification or fee is required.

Please date-stamp the enclosed copy of this letter, acknowledging receipt of the above-identified documents, and return it to us.

Sincerely yours,

CHRISTOPHER M. TOBIN, Reg. No. 40,290

Enclosures

CMT/la



**IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE**

APPLICANT: Joseph G. Wilson  
APPLICATION NO.: 10/669,791  
FILING DATE: September 25, 2003  
TITLE: System and Method for Segmenting and Targeting Audience Members  
EXAMINER: Unknown  
GROUP ART UNIT: 2154  
ATTY. DKT. NO.: 54820-00602

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Commissioner for Patents  
Alexandria, VA 22313-1450

**Supplemental Information Disclosure Statement**

Dear Sir:

In accordance with the provisions of 37 C.F.R. §§ 1.56, and 1.97-1.98, the attention of the U.S. Patent and Trademark Office is hereby directed to the references listed on the attached form PTO/SB/08A. These references may be material to the examination of this application, and therefore there may be a duty to disclose.

The filing of this Supplemental Information Disclosure Statement shall not be construed as a representation regarding the completeness of the list of references, or that inclusion of a reference in this list is an admission that it is prior art or is pertinent to this application, or that a search has been made, or as an admission that the information listed is, or may be construed to be, material to patentability, or that no other material information exists, and shall not be construed as an admission against interest in any manner.

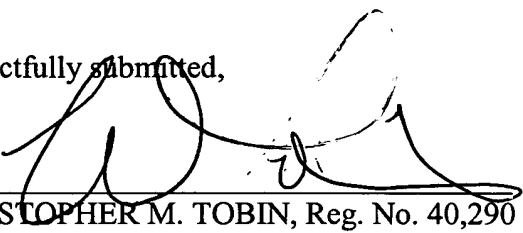
It is respectfully requested that the references be expressly considered during the prosecution of this application, and that the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

This Supplemental Information Disclosure Statement is being submitted before the mailing of a first Office Action on the merits. Applicants submit that no certification or fee is required for consideration of this Information Disclosure Statement.

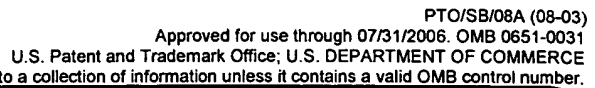
If any additional fees are required, the Commissioner is hereby invited to contact Applicants' undersigned representative to arrange payment.

Date: July 14, 2005

Respectfully submitted,



CHRISTOPHER M. TOBIN, Reg. No. 40,290  
COLLIER SHANNON SCOTT, PLLC  
3050 K Street, N.W., Suite 400  
Washington, D.C. 20007  
(202) 342-8400



## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

**Complete if Known**

Application Number	10/669,791
Filing Date	September 25, 2003
First Named Inventor	Joseph G. Wilson
Art Unit	2154
Examiner Name	Unknown
Attorney Docket Number	54820-00602

Sheet	1	of	1
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[illegible][illegible]Date  
Considered

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

**If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.**